



CHAPMANS YARD

UPPER GOUGH STREET

EST. 2024

ELEVATE PROPERTY GROUP

## Goods inventory

60 x one bed apartments

47 x two bed apartments

5 x duplexes

CHAPMANS YARD

UPPER GOUGH STREET

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BIRMINGHAM

CENTRAL GOODS YARD

CIRCA. 1887





CHAPMANS YARD

50 - 61  
UPPER  
GOUGH  
STREET

(PS. next to The Mailbox)

CENTRAL BIRMINGHAM B1





BIRMINGHAM

CENTRAL GOODS YARD

CIRCA. 1887



Stack the deck.

THIS PLACE STILL ECHOES WITH  
THE PAST. IT'S ALWAYS COME UP  
WITH THE GOODS. IT WILL ALWAYS  
BE AT THE CENTRE OF THINGS.  
ITS POSTCODE IS B1. WHICH TO  
US, MAKES IT THE NUMBER ONE  
ADDRESS IN BIRMINGHAM.

CHAPMANS YARD

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## A sack load of history.

Do the hard yards. Because if you dig deep enough you will always find what you're looking for. This is one of those. A story that gets us hooked and binds the project together.

Situated at the original trading hub of the city centre, Upper Gough Street sits adjacent to the Mailbox complex which was once the site of the Midland Railway's Birmingham Central Goods Yard. Bullseye!

Opened in 1887, it initially handled wagons of mostly perishable and non-perishable goods such as tobacco and alcohol. These would be warehoused on site with horse-drawn vehicles employed for delivering goods to be traded across the city. The site continued to handle parcel traffic right up until the 1960's when it was forced to close.

So there it is. The piece of history that makes it one of ours. A goods yard on our site. What could be more authentic, more apt? Full steam ahead.

CHAPMANS YARD  
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UPPER GOUGH STREET BBT

EST. 2024

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Midland Railway Co. Archives

THE HEAVY LOAD.

CHAPMANS YARD  
CHAPMANS YARD  
UP UPPER GOUGH STREET EET  
EST. 2024  
EST. 2024



QUALITY GOODS

MADE IN BIRMINGHAM



No junk in the trunk.

JUST DOING IT NEVER DOES IT  
FOR US. WE'RE NOT IN THIS TO  
TICK BOXES. IT'S OUR CITY.  
AN OBLIGATION TO ITS PAST  
& FUTURE. SO WE HAVE ONE  
YARDSTICK BY WHICH WE MEASURE  
EVERYTHING: IS IT GOOD ENOUGH?

CHAPMANS YARD

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Upper Gough Street Front Elevation

CHAPMANS YARD  
UPPER GOUGH STREET  
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CHAPMANS YARD

UPPER GOUGH STREET

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Upper Gough Street Front Elevation





THERE'S A REASON CHAPMANS YARD IS  
THE NUMBER ONE ADDRESS IN THE CITY.  
UPPER GOUGH STREET SITS IN THE  
MIDDLE OF THE 'B1' INNER CIRCLE OF  
BIRMINGHAM'S MAILBOX, THE CUBE,  
CENTENARY SQUARE, AND GRAND  
CENTRAL STATION.

THE CHAPMANS YARD REGENERATION  
SCHEME WILL CREATE 112 RESIDENTIAL  
APARTMENTS WITH TWO COMMUNAL  
COURTYARDS. NO LONGER A FOOTNOTE  
IN HISTORY, ONE OF BIRMINGHAM'S  
BEST ADDRESSES IS ABOUT TO RECEIVE A  
FIRST CLASS CONSIGNMENT OF GOODS.

CHAPMANS YARD

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CHAPMANS YARD  
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Aerial View - Roof Level Residents Garden





Roof Level Residents Garden

CHAPMANS YARD

UPPER GOUGH STREET

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Chapmans Passage Rear Elevation

CHAPMANS YARD

UPPER COUGH STREET

EST. 2024





Chapmans Passage Rear Elevation

CHAPMANS YARD  
UPPER COUGH STREET

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# A load off your mind.

Great products sell themselves. Our track record proves that. So we will always settle for being great at this rather than the biggest. And to do what we do in historic locations that we're passionate about, well that's the real deal. It gives it heart. An original, is always worth more than a copy.

That's why we do what we do. To use all the skill on our doorstep to breathe new life into our city.

The trade off? Well we do all the heavy lifting, the grafting and vetting, and you get the quality goods. Simple really. In black and white. Price is what you pay. Value is what you get.

No nonsense. Just a reassuringly independent approach. The rest, as they say, is history.

CHAPMANS YARD

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CHAPMANS YARD

UPPER GOUGH STREET

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UPPER GOUGH STREET  
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# CENTRAL GOODS

BIRMINGHAM B1

CHAPMANS YARD

UPPER GOUGH STREET

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Circle the wagons.

SURROUND YOURSELF WITH THE  
GOOD STUFF. THIS PLACE IS  
LOADED WITH 'IT'. IT'S GOT  
SOMETHING FOR EVERYONE.  
IT'S CONVENIENCE WITH A  
CAPITAL 'C', AND IT'S ALL  
RIGHT OUTSIDE YOUR DOOR.

CHAPMANS YARD

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CHAPMANS YARD IS SMACK IN THE  
MIDDLE. ITS STOCK-IN-TRADE IS TO  
SUPPLY YOU WITH ALL THE BEST THINGS  
IN LIFE. IT DELIVERS ON EVERY  
LEVEL. JUST LIKE A GREAT CITY  
SHOULD.

- COMMERCE.
- CAREERS.
- CULINARY.
- COCKTAILS.
- CULTURE.
- CREATIVITY.
- CONNECTIVITY.

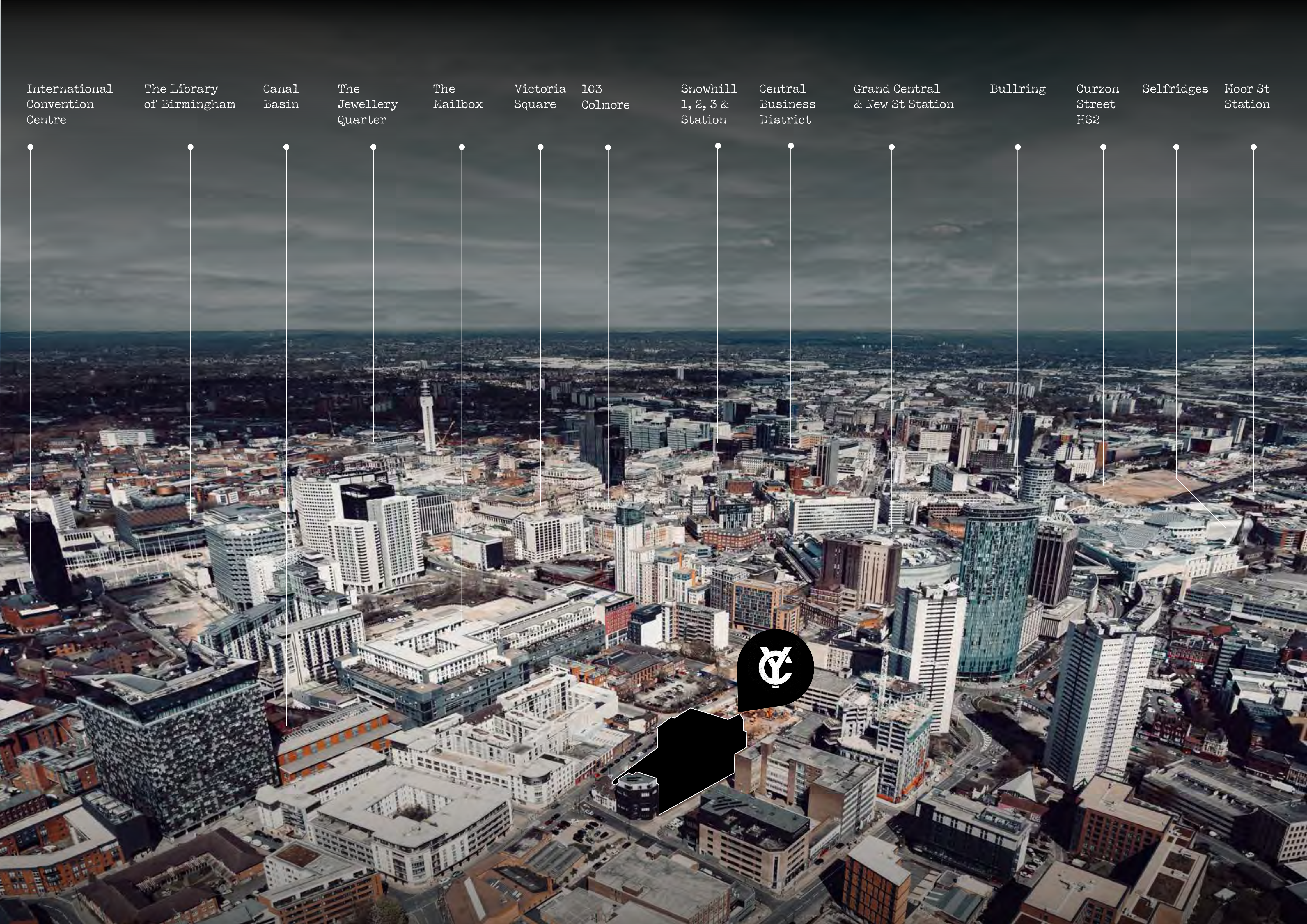
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The Mailbox





International  
Convention  
Centre

The Library  
of Birmingham

Canal  
Basin

The  
Jewellery  
Quarter

The  
Mailbox

Victoria  
Square

103  
Colmore

Snowhill  
1, 2, 3 &  
Station

Central  
Business  
District

Grand Central  
& New St Station

Bullring

Curzon  
Street  
HS2

Selfridges

Moor St  
Station







## No.1 Commerce ...

If you're anything like us, you'll like to look sharp. Be smart, look the part. And whatever takes your fancy is here. No need to get it mailed, everything's within touching distance. Go explore - shop, as they say, till you drop.



## No.1 Careers ...

This place is known for getting the deal done. It's always been good at trading goods and doing business. And nothing's changed really. It's just got bigger - Deutsche Bank, Deloitte, HSEC, KPMG, BBC - the list continues. Why stay in the capital, when you can aim for something far better?

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## No.1 Culinary ...

We've always been good at making things. It used to be the world's finest guns and jewellery but now we've turned our hand to fine dining. And we've excelled at it. With the most Michelin-star restaurants outside of London, we're now the UK's most exciting food destination.



## No.1 Cocktails ...

Chapmans Yard is a place with a taste for the good life. Everything's on tap. So whatever your flavour, it's got some of the UK's finest microbreweries, mixologists, and wine connoisseurs ready to take your order.

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# The Mailbox

HARVEY NICHOLS

CAS TLE FINE ART

CAS TLE FINE ART







## No.1 Culture ...

The culture of Birmingham is characterised by a deep-seated tradition of individualism and experimentation. We are a city full of artists and innovators who come together to create culture that is both powerful and inspiring.



## No.1 Connectivity ...

Birmingham's always been going places. The UK's major transport hub in the centre of England, it benefits from a wealth of road, rail, and air travel riches. Convenience is king in this city.

And it's about to get better. Sitting at the heart of the high-speed rail network, Birmingham's Curzon Street station will drop you in the capital in a mere 49mins - beat that!

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# THE GOODS DIRECTORY

## Commerce. Connectivity.

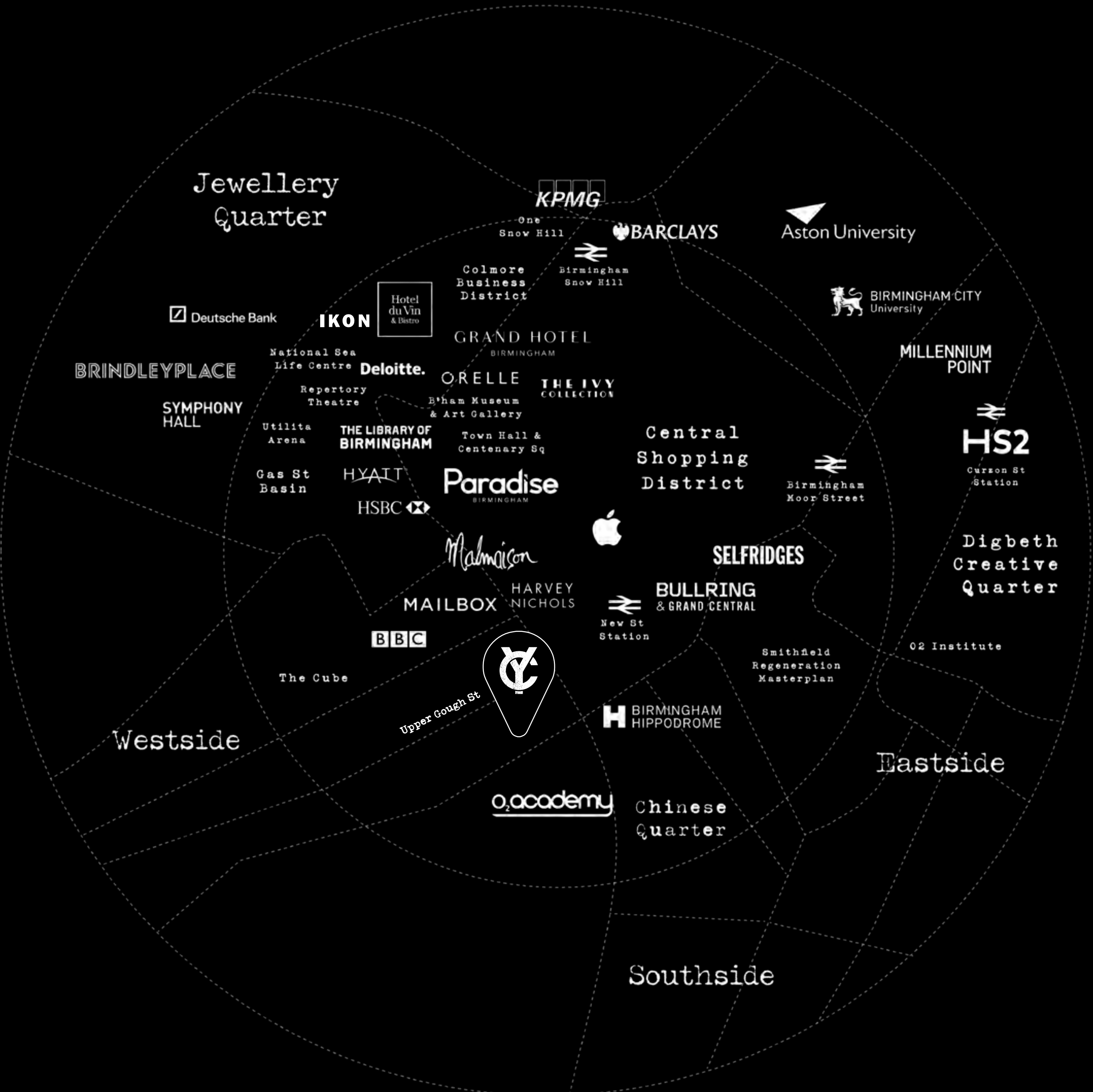
HSBC	10 min walk
BBC	4 min walk
Paradise Birmingham	12 min walk
Brindleyplace	
(Deutsche Bank, Deloitte)	11 min walk
New Street Station	10 min walk
One Snow Hill	17 min walk
Colmore Business District	12 min walk
Digbeth Creative Quarter	10 min walk
Aston University	15 min walk
Birmingham City University	15 min walk
Millenium Point	20 min walk
HS2 Curzon Street Station	20 min walk

## Consume. Culinary. Cocktails.

Mailbox	1 min walk
Harvey Nichols	1 min walk
Malmaison	1 min walk
Hyatt	8 min walk
The Cube	1 min walk
Grand Central	10 min walk
Bullring (Selfridges)	13 min walk
Chinese Quarter	10 min walk
The Grand Hotel	14 min walk
The Ivy	12 min walk
Orelle Restaurant	12 min walk
Jewellery Quarter (JQ)	20 min walk

## Culture.

B'ham Museum & Art Gallery	11 min walk
Town Hall	11 min walk
Library of Birmingham	13 min walk
Repertory Theatre	10 min walk
Symphony Hall	11 min walk
Utilita Arena	11 min walk
National Sea Life Centre	11 min walk
Birmingham Hippodrome	8 min walk
O2 Academy	2 min walk
O2 Institute	17 min walk

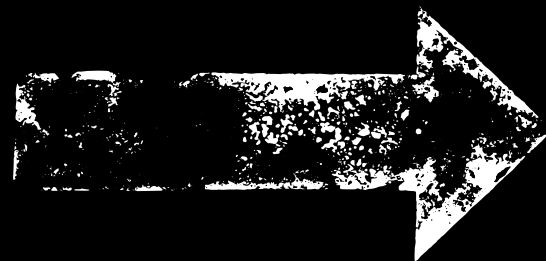




# GOODS IN

## APARTMENT INVENTORY

SERVICES	Electric and water to each apartment with drainage connected to mains.
HEATING AND HOT WATER	Electric heating throughout with stylish WiFi controlled panel heater, hot water cylinder with electric immersion provided by air source heat pump with heat exchanger. MVHR ventilation system per unit.
ELECTRICAL	Brushed stainless steel light switches and sockets incorporating USB points in kitchen and bedrooms for convenient device charging.
KITCHEN	Contemporary kitchens with a range of fitted floor and wall units complete with modern square edge laminate work tops. High-quality appliances including electric cooker, hob and extractor, built in fridge/freezer, integrated dishwasher and integrated washer/dryer in all apartments.
SANITARY WARE	Duravit sanitaryware and Hansgrohe brassware, mains pressure hot water, shower tray and screen in 1 beds, addition of a bath in 2 beds.
DOORS	Contemporary doors throughout including brushed stainless steel ironmongery, fire rated doors where applicable.
LIGHTING	Low energy recessed LED spots to kitchen and bathrooms, under cupboard LED to kitchen, pendants to living room and hall.
FIRE PROTECTION	Fire protection sprinklers throughout including stand-alone smoke/heat detectors.
SKIRTING AND ARCHITRAVE	Pencil round skirting and architrave finished in white egg shell paint.
CERAMIC TILING	High quality ceramic tiles to bathrooms and part tiled walls in wet areas.
FLOORING	Carpets in bedrooms and LVT throughout other than in wet areas.
ACOUSTICS	Noise reduction measures including acoustic treatment to floors and internal walls and enhanced acoustic ratings to external windows.
DOOR ENTRY	Keypad entry to communal entrance with video intercom access from apartments, with CCTV monitoring of entrances.
TV DISTRIBUTION	Digital aerial and Freeview signal distribution to TV point in living room and bedroom.
TELEPHONE AND DATA	Virgin/BT incoming high speed cable with multiple data points.



# THIS WAY

CHAPMANS YARD

UPPER GOUGH STREET

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Keep posted.

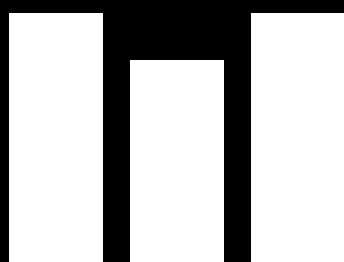
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